

# Marketing Services Adoption in Retail & Consumer Product Goods (CPG) Global Business Services (GBS)

May 2022: Complimentary Abstract / Table of Contents



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# Contents

1.	<b>Introduction</b>	<b>4</b>
2.	<b>GBS adoption trends for marketing services</b>	<b>5</b>
3.	<b>Value chain for marketing services</b>	<b>8</b>
4.	<b>Delivery location landscape</b>	<b>9</b>
5.	<b>Overview of marketing service delivery</b>	<b>10</b>
6.	<b>Maturity and adoption of service delivery</b>	<b>11</b>
7.	<b>Key growth drivers and challenges</b>	<b>14</b>
8.	<b>Case study of a leading US-based retail firm's GBS</b>	<b>15</b>
9.	<b>Outlook of marketing services delivery from GBS</b>	<b>16</b>

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## Introduction



The past two-to-three years have experienced strong market activity in the retail and Consumer Product Goods (CPG) Global Business Services (GBS) space with both new GBS center setups and expansion of the existing ones



Delivery of marketing services from retail and CPG GBS organizations has seen a sharp rise, especially post the onset of the COVID-19 pandemic, with GBS organizations stepping up support beyond traditional areas on the back of increased endorsement from the global enterprises



GBS centers are currently supporting their enterprises across several critical aspects of marketing services delivery, with some having evolved to strategic partners – leading enterprise-wide initiatives, driving digital agenda, innovation, having global ownership roles, etc.



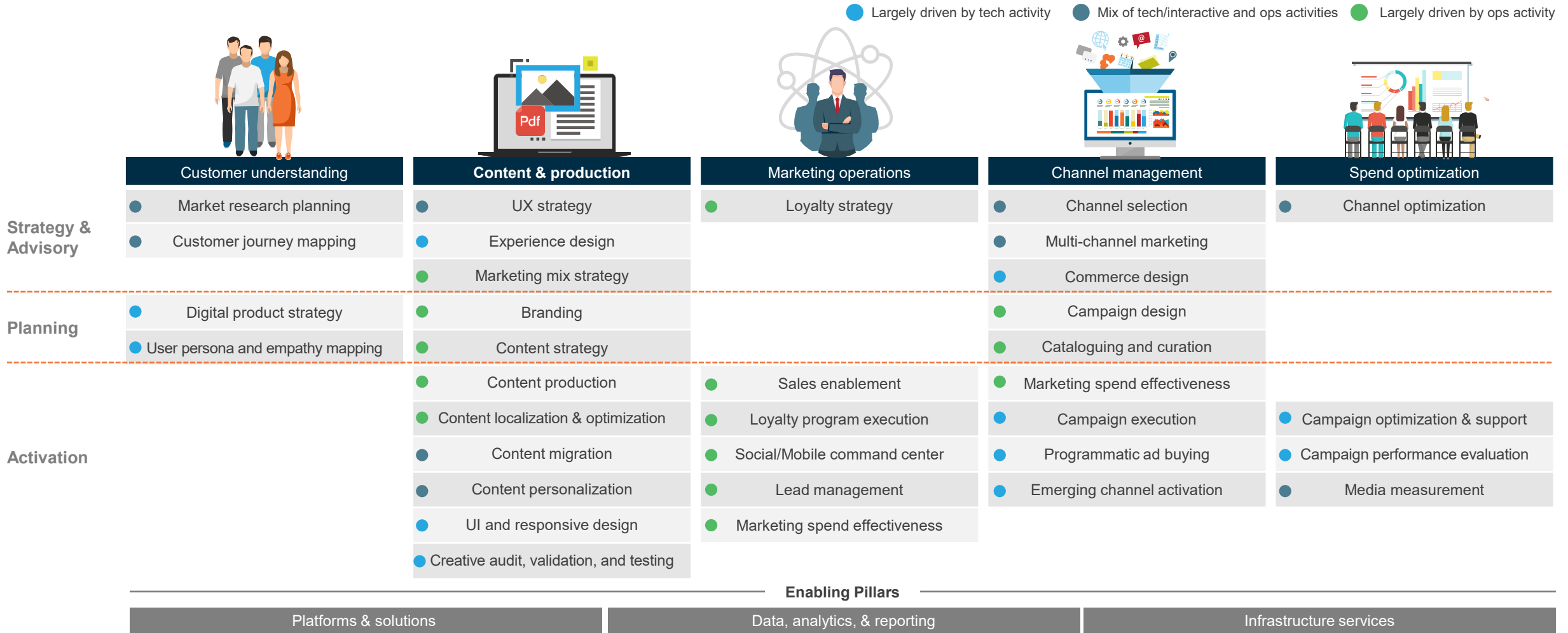
This report provides insights into the current state of adoption of marketing services in leading retail and CPG GBS organizations at both offshore and nearshore locations



The report is based on Everest Group's ongoing interactions with GBS and parent enterprise stakeholders and the proprietary GBS database that is updated quarterly with new set-up activity, expansion/contraction of existing GBS centers, divestitures, and capability additions

# Marketing services value chain

Many offshore/nearshore GBS centers provide a wide range of support across the marketing services value chain



# Research calendar

## Global Business Services

■ Published
 ■ Planned
 ■ Current release

Reports title	Release date
Global In-house Center (GIC) Landscape Annual Report 2018 – GICs Emerging as Innovation CoEs for Global Enterprises	May 2018
Global In-house Center (GIC) Landscape Annual Report 2019 – Enterprises Insourcing IT Services to their GICs	July 2019
GBS State of the Market Report: Evolving Operating and Governance Models to Build GBS of the Future	March 2020
US Global Business Services Market Report	March 2021
GBS State of the Market Report: Top 2021 priorities for GBS	March 2021
GBS CXO Insights: GBS Key Issues Report 2022	February 2022
Playbook for Successful Business Relationship Management (BRM) for GBS Organizations	September 2021
Playbook for Building Global Centers of Excellence (CoEs) in GBS Organizations	November 2021
The Next Wave of Automation in Global Business Service (GBS) Organizations: What Lies Ahead?	December 2021
Global Business Services as the Nerve Center for Enterprise Finance and Accounting Services	March 2022
Global Business Services as the Enabler for Enterprise Hire-to-Retire Services	March 2022
Global Business Services as the Backbone for Enterprise Procurement (S2P) and Supply Chain Management (SCM) Services	March 2022
<b>Marketing Services Adoption in Retail &amp; Consumer Product Goods (CPG) Global Business Services (GBS)</b>	<b>May 2022</b>
GBS State of the Market Report: 2022	Q2 2022
GBS 4.0: Reimagining GBS of the Future	Q2 2022

Note: [Click](#) to see a list of all of our published GBS reports





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